



**Philippine Consulate General
PHILIPPINE TRADE AND INVESTMENT CENTER
Sydney, Australia**



FOR IMMEDIATE RELEASE

Showcasing Filipino culture through books



Sydney, Australia – March 19, 2019 – A premise in promoting relations between two countries is a basic understanding of each other's cultures. One way to realize this is through books, which show the different facets of a society – from history, art, language, children's books, cuisine, and architecture to travel guides.

It is for this reason that the Department of Trade and Industry (DTI) through the Philippine Trade and Investment Center (PTIC) in Sydney, Australia, is supporting the promotion of books showcasing Filipino culture authored by Filipinos or Filipino-Australians.

Alma Argayoso, the Special Trade Representative of the Philippines to Australia, said, "we aim to bring a wide selection of books depicting the many facets of our culture not only to Filipino immigrants but also to Australian nationals."

One of the books that's already available on print and online is a children's book called "Francesca: Isa, Dalawa, Sorpresa!" authored by Cel Tria and illustrated by Gel Relova. The book is about a little girl called Francesca written in Filipino and English.

The print version is available on Amazon.com in the US, shipping internationally, and in the Philippines thru Fully Booked, Pottery Barn Kids, and a few online booksellers (pumplepie.com and thelearningbasket.com, also shipping internationally). The digital version, read-aloud and interactive, is available thru Apple iBooks featuring the narration of Philippine host/actress Nikki Gil.

Cel Tria says "young readers here in Australia can learn basic words from the book and will find food and games which they would likely have encountered in Filipino parties, like

lumpiang Shanghai, leche flan, and piñata. The paper version was beautifully printed by a Filipino company, Philip & Ana Publishing Inc.”

“If our Filipino consumers will support this company and other Philippine publishers, we can expect to find more content about our citizens and our culture, which will ultimately benefit us, especially our children,” Tria added.

While the relevance of printed books is being fiercely debated in today’s increasingly digital world, PTIC-Sydney is exploring business opportunities and believes there is still a market for it but there is a need to make it more cost-efficient. Printing in Australia is very expensive and this be could be done at a cheaper price in the Philippines. Another area that the agency is trying to work out is logistics to bring these books to Australia.

Under these initiatives, a book fair, book writing workshops, and book readings will be organized in the coming months spearheaded by members of the Filipino community dedicated to the promotion of culture through books.

PTIC-Sydney will be hosting a coffee talk on book writing and promotion and would like to invite interested participants to join them for an afternoon of sharing ideas and information over coffee. For more information, please call +612 9261 23 28 or email us at sydney@dti.gov.ph.

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About PTIC | The Philippine Trade and Investment Centre is the commercial section of the Philippine Consulate General in Sydney, Australia and the representative office of the Philippine Department of Trade and Industry (DTI). PTIC works to connect Philippine companies and investors with their counterparts abroad and promotes the initiatives of the DTI, specifically on trade and investment promotions, as well as trade policy in key overseas markets.